

ADMINISTRATIVE RULES

CHAPTER 5: LEGAL ADVERTISING

CHAPTER CONTENTS

Section:

5.1	Generally
5.2	Preparation of Newspaper List
5.5	Procedure for Publication
5.15	Selection of Newspaper
5.25	Sending Ad to Newspaper
5.30	Review of Billing by Initiating Department
5.35	Payment of Billing
5.40	Publication Standards

MAY 1997

CHAPTER 5: LEGAL ADVERTISING *

Sec. 5.1 GENERALLY. These rules shall be applicable to all legal advertising by any County department or officer, paid for by the County.

Sec. 5.2 PREPARATION OF NEWSPAPER LIST. It shall be the responsibility of the County Purchasing Agent to prepare a list of newspapers of general circulation within the County and to establish a system for the placement of such legal advertising. In establishing the system and placement of advertising thereunder, the Purchasing Agent shall consider:

- (a) The cost of such advertising;
- (b) The placement which will give the greatest exposure to those parties affected by the content of such advertisement; and
- (c) The ability to publish within the prescribed time limits applicable to such advertisement.

Sec. 5.5 PROCEDURE FOR PUBLICATION. Whenever legal advertising is to be published within any newspaper of general circulation, the following procedure shall be used:

- (a) A copy of the proposed advertisement shall be prepared by the applicable department. The applicable department should consult with County Counsel if there is uncertainty regarding the content of the legal advertising. It shall conform to the following standards:
 - (1) It shall contain only legally required data and exclude unnecessary information, stating, if appropriate, that further information may be secured at a specified location.
 - (2) Text material shall be neatly blocked. Charts and tables shall be prepared in such a manner as to avoid unnecessary dead space. Maps shall be closely cropped to show only those areas essential to the text and for orientation purposes.

*Resolution 71-1, 1-5-71 was adopting resolution. Resolution 97-135, 6-3-97 was amending resolution.

CHAPTER 5: LEGAL ADVERTISING

Sec. 5.15 SELECTION OF NEWSPAPER.

- (a) The initiating department shall select the newspaper in which such advertisement is to be published from the list established pursuant to Section 5.2 of this chapter, except as provided in (b).
- (b) If the advertisement is required by law to be published in a newspaper published within a particular geographical area, the initiating department shall select newspapers which fulfill this requirement.

Sec. 5.25 SENDING AD TO NEWSPAPER. After determination of the applicable newspaper as provided in Section 5.15 above, the initiating department shall:

- (a) Send one (1) copy of such advertisement to such newspaper with a legal advertising insertion order specifying:
 - (1) The exact dates upon which such advertisement is to be published.
 - (2) Instructions as to the number of columns to be used for photo offset reproductions of maps, drawings or other similar exhibits. The number of columns shall be the minimum number required to make such material legible on newsprint.
 - (3) Reference to Section 5.40 of this chapter (establishing standards for publication of legal notices) and stating that payment will be based on such newspaper's theretofore established rate based on such standards as provided in such resolution.

CHAPTER 5: LEGAL ADVERTISING

- (4) That the billing, together with an Affidavit of Publication therefore, should be sent directly to the initiating department.

Sec. 5.30 REVIEW OF BILLING BY INITIATING DEPARTMENT. Upon receipt of such Affidavit of Publication and billing, the initiating department shall review the same to determine whether such billing is in accordance with Section 5.40 of this chapter. If such billing is incorrect, the initiating department shall immediately return such billing to the publisher with a request for correction.

Sec. 5.35 PAYMENT OF BILLING. Upon receipt and verification of accurate billing the initiating department shall take such steps as are appropriate to pay such billing.

Sec. 5.40 PUBLICATION STANDARDS.

- (a) The rates for general Legal Notices shall be based upon the following standards:
1. Type size: 6-point (nonpareil)
 2. Column width: 9 picas (approximately 1-1/2" total width)
 3. Line spacing: Solid, twelve (12) lines per inch.
 4. Type style: Times Roman or equivalent.
 5. Except for titles, captions, paragraph indentation, endings, and copy necessitating line-for-line reproductions or tabulation, all type shall be set right and left margins justified, or the column width shall be computed using the shortest line.
- (b) Photo reproduction of maps, drawings or other similar elements shall be based upon column space charged at the same rate as text, with no additional charge for enlargement or reduction of the material.